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PLENARY

Omnichannel

Creating Connected Customer Journeys Across an Expanding Channel Landscape



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What's the single biggest barrier to delivering a truly connected customer experience?

The Slido app must be installed on every computer you're presenting from

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Q&A

Question 1

How have you aligned data, technology, teams and processes to make omnichannel work in practice, and what advice would you give others?

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Q&A

Question 2

What does a seamless customer journey look like, and what's one change that has improved it?

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Q&A

Question 3

How do you see omnichannel evolving over the next 12 months, and what will have the biggest impact on how brands connect with customers?

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Q&A

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